

GETTING PAST THE GATEKEEPER

Example Answers:

“What is the call regarding?”

Answer

The answer should be given straight away, hesitation creates suspicion. Provide a plausible, truthful reason which can include:

- A benefit
- Knowledge of them
- Something topical

E.g.

“It’s regarding cost savings on your XXX budget”

“It’s to discuss whether they are interested in reducing their costs on XXX”

“It’s regarding ways to improve XXX”

“It’s regarding the rising fuel costs and potential savings”

“I can help you with that”

Answer

Thank them for their help and then ask a question that you know that they cannot answer. Have a backup question in case they do answer the first.

“Can I take a message?”

Answer

“You can however it is quite a long and detailed message and it would be easier if I call back later, when is the best time to call.”

“Leave your number and I will get him to call you”

Answer

“I can leave my number, however I am shortly going into a meeting and I don’t want to annoy them, when is the best time to call back?”

“He does not take sales calls”

The initial response should always be that it is not a sales call, but a call for another, truthful reason that is plausible such as:

“To discuss possible cost saving on their XXX purchases.”

“To identify whether they are interested in/ need to save money on their XXX.”

The reason should be very strong, sound important and authoritative. It also helps if it is a hot topic in the industry.

If this fails revert to the tactic used in the last example below.

“Is this a sales call?”

As above.